



DEAN D. EFSTATHIOU, Acting Director

COUNTY OF LOS ANGELES

DEPARTMENT OF PUBLIC WORKS

"To Enrich Lives Through Effective and Caring Service"

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IN REPLY PLEASE
REFER TO FILE: PD-5

November 25, 2008

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

**2009 HOLLYWOOD BOWL PARK-AND-RIDE AND SHUTTLE PROGRAM
IMPLEMENTATION OF TWO-TIERED FARE FOR PARK-AND-RIDE SERVICE
FARE INCREASE FOR SHUTTLE SERVICE AND PROGRAM APPROVAL
(ALL SUPERVISORIAL DISTRICTS)
(3 VOTES)**

SUBJECT

This action is to approve the continuation of the Hollywood Bowl Park-and-Ride and Shuttle Program to provide service from park-and-ride lots and shuttle lots to the Hollywood Bowl for the 2009 season; to approve a two-tiered fare for the park-and-ride service commencing with the 2009 season; and to approve a fare increase for service from the nearby shuttle lots. The fare for patrons who prepurchase park-and-ride lot bus tickets will remain at \$5.00 per person for a roundtrip. The fare for patrons without prepurchased tickets will increase from \$5.00 to \$8.00 per person for a roundtrip. The roundtrip fare for the shuttle service will increase from \$3.00 to \$4.00 per person.

IT IS RECOMMENDED THAT YOUR BOARD AFTER THE PUBLIC HEARING:

1. Find that this activity is statutorily exempt from the provisions of the California Environmental Quality Act.

2. Approve a two-tiered fare for the park-and-ride service commencing with the 2009 season. The fare for patrons who prepurchase bus tickets will remain at \$5.00 per person for a roundtrip. The fare for patrons without prepurchased tickets will increase from \$5.00 to \$8.00 per person for a roundtrip.
3. Approve an increase to the roundtrip fare for the shuttle service from \$3.00 to \$4.00 per person to the Hollywood Bowl commencing with the 2009 season.
4. Approve the continuation of the Hollywood Bowl Park-and-Ride and Shuttle Program to provide service from park-and-ride lots and shuttle lots to the Hollywood Bowl for the 2009 Hollywood Bowl summer season at an estimated cost of \$2,062,000.
5. Authorize the Acting Director of Public Works or his designee to negotiate the necessary agreements with various municipal bus operators to provide service for the park-and-ride lots.
6. Authorize the Acting Director of Public Works or his designee to negotiate and award contracts to independent bus operators, which are determined to be the most qualified, responsible proposers for the park-and-ride lots.
7. Authorize the Acting Director of Public Works or his designee to execute an agreement with the Los Angeles Philharmonic Association for the County of Los Angeles to fund \$105,000 of the shuttle service costs for the nearby shuttle lots and to provide buses for the distant park-and-ride lots in the event a contracted bus operator fails to deliver service.
8. Instruct the Acting Director of Public Works or his designee to sign the necessary agreements after County Counsel has reviewed and approved as to form.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The purpose of the recommended action is to approve the continuation of the Hollywood Bowl Park-and-Ride and Shuttle Program (Program) to provide public transportation to the 2009 Hollywood Bowl summer season performances, to approve the implementation of a two-tiered fare for the park-and-ride service and to approve a fare increase for the shuttle service. The Los Angeles Philharmonic Association will continue their marketing campaign to promote the Program and encourage the prepurchase of park-and-ride and shuttle tickets.

Your Board has previously approved providing public transportation from outlying park-and-ride lots throughout the County of Los Angeles (County) and local shuttle lots to the Hollywood Bowl performances during the past 35 summer seasons. The Program was extremely successful transporting approximately 30 percent of the 2008 Hollywood Bowl season attendees to this special event center.

The last fare increase your Board approved for the park-and-ride service was in 1995. Since that time, the cost to provide the park-and-ride service has increased substantially. The fare increase will create a two-tiered payment system for park-and-ride tickets. The fare for patrons with prepurchased park-and-ride tickets will remain at \$5.00 per person for a roundtrip. The fare for patrons paying with cash at a park-and-ride lot will increase from \$5.00 to \$8.00 per person for a roundtrip. By increasing the fare for patrons without prepurchased tickets, we anticipate a decrease in the number of same-day bus orders and cancellations, which will result in lower net operating costs.

The last fare increase your Board approved for the shuttle service was in 2000. Since that time, the cost to provide the shuttle service has increased. The roundtrip fare for the shuttle service will increase from \$3.00 to \$4.00 per person.

Implementation of Strategic Plan Goals

The Countywide Strategic Plan directs the provision of Service Excellence (Goal 1) and Fiscal Responsibility (Goal 4). This Program provides services to the public in a responsive manner and allows our residents to enjoy the arts. Providing these services improves the mobility of the patrons and decreases the congestion in the vicinity of the Hollywood Bowl. This Program is a public-private partnership, which enables the County to provide these services in a cost-effective manner.

FISCAL IMPACT/FINANCING

There will be no impact to the County General Fund.

The County's share of cost of the Program, including contingency for additional events, is estimated to be \$2,062,000. This amount includes \$1,957,000 for the express park-and-ride service and \$105,000 for the shuttle service.

In March 1997, the Los Angeles County Metropolitan Transportation Authority (Metro) approved ongoing dedicated funding for the Program in the amount of \$522,000. In June 2007, Metro approved an increase in this annual funding to \$847,000. This funding, along with the anticipated farebox revenue of \$500,000, will reduce the

County's share of the cost of the Program to \$715,000, which will be financed with the Top-of-Pot allocation of the County's Proposition A Local Return Transit Program. Funding for this Program will be included in the Fiscal Year 2009-10 Transit Enterprise Fund Budget administered by Public Works.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The 2009 Program will operate between June and October 2009. The park-and-ride and shuttle lots may include, but are not limited to, the proposed park-and-ride lots and shuttle lots indicated on the attached list.

In accordance with Section 66018 of the California Government Code, after a public hearing your Board may approve the implementation of a two-tiered fare with an increase in the cash fares for park-and-ride service and a fare increase for shuttle service.

The various operators providing bus service from the park-and-ride lots may include, but are not limited to, Culver City Municipal Bus Lines, Foothill Transit, Metro, Santa Monica Municipal Bus Lines, Transit Systems Unlimited, Inc., TourCoach Charter and Tour, and Finish Line Charter. The agreements with these operators will be approved as to form by County Counsel prior to submittal to the Acting Director of Public Works or his designee for signature.

Each park-and-ride lot and shuttle lot location will be protected by a uniformed Los Angeles Philharmonic Association guard/dispatcher, and there will be no charge for patron parking at these lots, except at the Hollywood and Highland Lots. The Los Angeles Philharmonic Association will obtain approval from the property owners at each lot to operate the park-and-ride and/or shuttle services from their lot. Should a lot location become unavailable for use, the Los Angeles Philharmonic Association may arrange for an alternate site. As in past years, the bus operators serving each lot will provide the necessary liability insurance to hold harmless the property owners of the park-and-ride lots and shuttle lots. The two-tiered fare structure for the park-and-ride service from the outlying park-and-ride lots will be \$5.00 per roundtrip for prepurchased ticket holders and \$8.00 per roundtrip for patrons paying cash at the park-and-ride lots. The fare structure for the shuttle service from the four nearby shuttle lots will increase from \$3.00 to \$4.00 per roundtrip.

Public Hearing Notice

Public hearing notice requirements of California Government Code Section 6062a have been satisfied and public hearing requirements of California Government Code Section 66018 for fee increases will be satisfied by this action.

ENVIRONMENTAL DOCUMENTATION

The proposed activity is statutorily exempt from the provisions of the California Environmental Quality Act pursuant to Section 21080(b)(10) of the Public Resources Code. This exemption provides for the implementation of passenger or commuter transit services.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

These actions provide for the continuation of the current service.

CONCLUSION

Please return two adopted copies of this letter to the Department of Public Works, Programs Development Division.

Respectfully submitted,


DEAN D. EFSTATHIOU
Acting Director of Public Works

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Attachment

c: Chief Executive Office (Lari Sheehan)
County Counsel

PARK-AND-RIDE AND SHUTTLE LOT LOCATIONS

The park-and-ride lots and shuttle lots may include, but are not limited to, the following locations:

Park-and-Ride Lots

Lot 1	Sherman Oaks	Westfield Shoppingtown Fashion Square 14006 Riverside Drive Sherman Oaks
Lot 2	Westwood	Federal Building 11000 Wilshire Boulevard Westwood
Lot 3	Chatsworth	Chatsworth Metrolink Station 21510 Devonshire Street Chatsworth
Lot 4	Westchester	Westchester Shopping Center 6212 West Manchester Avenue Westchester
Lot 5	Pasadena	Pasadena Public Parking Lot 199 North Garfield Avenue Pasadena
Lot 6	El Monte	El Monte Bus Terminal 3501 Santa Anita Avenue El Monte
Lot 7	Torrance	Wilson Community Park 2000 North Crenshaw Boulevard Torrance
Lot 8	Santa Monica	Santa Monica Department of Motor Vehicles 2235 Colorado Avenue Santa Monica
Lot 9	East Los Angeles	East Los Angeles College Weingart Stadium Parking Lot 1301 Avenida Cesar Chavez East Los Angeles

Lot 10 Lakewood	Lakewood Center Mall 500 Lakewood Center Mall Lakewood
Lot 11 Downey	Downey Metro Green Line Station South Parking Lot 12801 Lakewood Boulevard Lakewood
Lot 12 Culver City	Culver City Civic Center 3844 Watseka Avenue Culver City
Lot 13 Arcadia	Arcadia Park 405 South Santa Anita Avenue Arcadia
Lot 14 Rowland Heights	Schabarum Regional Park 17250 East Colima Road Rowland Heights
<u>Shuttle Lots</u>	
Los Angeles Zoo Lot	5333 Zoo Drive Section "C" Los Angeles
Hollywood and Highland Lot	6801 Hollywood Boulevard Los Angeles
Ventura Lot	10801 Ventura Boulevard Los Angeles
Ventura Annex Lot	10601 Ventura Boulevard Los Angeles

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**NOTICE OF PUBLIC HEARING
FOR THE HOLLYWOOD BOWL PARK-AND-RIDE AND SHUTTLE PROGRAM
IMPLEMENTATION OF TWO-TIERED FARE FOR PARK-AND-RIDE SERVICE
AND A FARE INCREASE FOR SHUTTLE SERVICE**

On Tuesday, November 25, 2008, at its regularly scheduled meeting at 9:30 a.m., or as soon thereafter as the matter can be heard in the County of Los Angeles Board of Supervisors Chambers, Room 383, Kenneth Hahn Hall of Administration, 500 West Temple Street, Los Angeles, California, the County Board of Supervisors will consider a fare increase for patrons of the Hollywood Bowl Park-and-Ride and the Shuttle Program (Program).

The County Board of Supervisors will consider and may approve changes to the Program as follows:

- Implement a two-tiered fare for park-and-ride service. The fare for patrons with pre-purchased bus tickets will remain at \$5.00 per person for a roundtrip. The fare for patrons without pre-purchased tickets will increase from \$5.00 to \$8.00 per person for a roundtrip.
- Increase the fare for a roundtrip on the shuttle service from \$3.00 to \$4.00 per person.

Written comments may be submitted to the Executive Officer of the Board of Supervisors of the County of Los Angeles prior to the hearing at the above address. Any questions should be directed to Ms. Ann Meiners at (626) 458-3959, County of Los Angeles, Department of Public Works, 9th Floor, Programs Development Division, Monday through Thursday from 8 a.m. to 6 p.m.

Para mas informacion con relacion a esta noticia, por favor llame a la Sra. Sandra Perez, (626) 458-3955, durante horas de oficina, de 8 a.m. a 6 p.m., de Lunes a Jueves.

SACHI A. HAMAI
Executive Officer of the
Board of Supervisors of the
County of Los Angeles

By _____
Deputy